# VISUAL COMMUNICATION & DESIGN WITH A CONCENTRATION IN WEB AND INTERACTIVE MEDIA, ASSOCIATE OF APPLIED BUSINESS



The goal of the Web and Interactive Media degree program is to prepare our graduates for a rewarding career in the growing fields of Web, Interactive Media and Game Design. The curriculum is based on the professional standards and best practices of web, media and game development companies, in-house or corporate media departments, design studios, and advertising agencies. Students are assisted in the development of studio, technical and professional skills while building a strong, marketable portfolio. The program offers coursework in a variety of media, with two distinct areas of specialization: Web Design and Construction and Game Design.

**This program is available to be completed 100% online.**

**Program contact:** Learn more

Learn more about how certificate credits apply to the related degree.

Other Information

- Contact Program Coordinator for additional information.
- Non-degree students may enroll in individual courses if they meet prerequisites or with departmental approval.

## Program Learning Outcomes

This program is designed to prepare students to demonstrate the following learning outcomes:

a. Apply good interpersonal skills including collaboration, flexibility, adaptability, cultural diversity, stress management, coping with frustration, work ethic, willingness to learn new skills to work as an effective team member to meet the client's needs.

b. Use good listening, written, and verbal communication skills to present oneself professionally, follow directions, and interact with clients, stakeholders, and project team members.

c. Use good time management, organizational, flowcharting, business, and technical skills to manage multiple responsibilities and meet project deadlines.

d. Apply knowledge of copyright law and ethics to ensure the integrity of project for the client.

e. Tell a story using appropriate digital media, principles of design, color, typography, motion, sound and timing to create an emotional response that supports the client's message.

f. Gather and assess information relevant to the project/design challenge; research and legally acquire necessary source content.

g. Evaluate situations, challenges, and processes for business and create a plan for appropriate solutions.

h. Present ideas and strategies to clients and co-workers that clarify the proposed visual story, plan of execution and measureable outcome.

i. Develop a fundamental knowledge of industry standard tools and best practices for visual and analytical media development.

j. Measure and analyze outcomes of projects and campaigns.

## Suggested Semester Sequence

| First Semester | | Credit Hours |
|---|---|---|
| ENG-1010 | College Composition I | 3 |
| MATH-1xxx | 1000-level MATH course or higher | 3 |
| VC-1000 | Visual Communication Foundation | 3 |
| VCPH-1450 | Digital Imaging I | 3 |
| Select one of the following: | | 3 |
| VCIM-1570 | Web Publishing I: HTML (Option A) | |
| VCIM-1200 | Game Design I: Introduction to Game Design (Option B) | |
| | **Credit Hours** | **15** |
| **Second Semester** | | |
| VC-1201 | Typography I | 3 |
| VC-1431 | Vector Graphics | 3 |
| VCIL-1640 | 3D Design | 3 |
| Communications requirement | | 3 |
| Select one of the following: | | 1 |
| VCIM-1970 | Midpoint Portfolio Review | |
| VC-2830 | Cooperative Field Experience | |
| Select one of the following: | | 3 |
| VCIM-1770 | Web Publishing II: Site Theory & Construction (Option A) | |
| VCIM-1400 | Game Design II: Game Engines (Option B) | |
| | **Credit Hours** | **16** |
| **Third Semester** | | |
| VCIM-2271 | 2D Animation | 3 |
| VCIM-2372 | Interactive Media I - Design Thinking | 3 |
| VCIM-2700 | User Experience Design | 3 |
| Arts & Humanities | | 3 |
| Select one of the following: | | 3 |
| VCIM-2281 | Web Publishing III: JavaScript (Web Publishing III: JavaScript (Option A)) | |
| VCIM-2200 | Game Design III: Game Design Studio (Option B) | |
| | **Credit Hours** | **15** |
| **Fourth Semester** | | |
| VC-2991 | Portfolio Preparation | 3 |

| VCIM-2072 | Service Learning: Real World Experience in Web, Game Design, and Interactive Media | 3 |
| VCIM-2380 | Interactive Media II - App Design | 3 |
| Social & Behavioral Sciences requirement/Natural and Physical Sciences requirement | | 3 |
| Select one of the following: | | 3 |
| VCIM-2291 | Web Publishing IV: Data-Driven Sites | |
| VCIM-2401 | Game Design IV-Game Publishing | |
| | **Credit Hours** | **15** |
| | **Total Credit Hours** | **61** |

## Options

### (A) Technical Electives for Web Design & Construction Specialist

Web Design & Construction Specialist: Helps students to develop advanced web design & construction skills

| Code | Title | Credit Hours |
| --- | --- | --- |
| VCIM-1570 | Web Publishing I: HTML | 3 |
| VCIM-1770 | Web Publishing II: Site Theory & Construction | 3 |
| VCIM-2281 | Web Publishing III: JavaScript (Web Publishing III: JavaScript) | 3 |
| Additional program courses | | 52 |
| **Total Credit Hours** | | **61** |

### (B) Technical Electives for Game Designer

Game Designer: Helps students learn the fundamentals of 2D and 3D Game Design for various platforms including console, computer, and mobile devices.

| Code | Title | Credit Hours |
| --- | --- | --- |
| VCIM-1200 | Game Design I: Introduction to Game Design | 3 |
| VCIM-1400 | Game Design II: Game Engines | 3 |
| VCIM-2200 | Game Design III: Game Design Studio | 3 |
| Additional program courses | | 52 |
| **Total Credit Hours** | | **61** |

MATH-1140, MATH-1141, MATH-1200, MATH-1270, and MATH-1280 can no longer count towards fulfilling the college-level mathematics requirement.  These courses were re-classified as developmental mathematics by the state of Ohio in 2016.  Tri-C established a 5-year transitioning window for students who had completed these courses prior to 2016 to apply them towards meeting graduation requirements, which expired in Summer 2021. It is highly recommended to see a counselor to determine the appropriate math required for your current major.